

Message Text

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46

ACTION EB-11

INFO OCT-01 EA-07 ISO-00 XMB-01 TRSE-00 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 /032 W
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R 230850Z NOV 73

FM AMEMBASSY SEOUL

TO USDOC WASHDC

SECSTATE WASHDC 1225

UNCLAS SEOUL 7889

PASS TO EXIMBANK

ATTN: COMMERCE MR. DON LINVILLE

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: LICENSING OPPORTUNITY: SAMSUNG ELECTRICS SEEKS TECHNICAL
ASSISTANCE IN \$4 MILLION COMPRESSORS PROJECT.

1. KANG, JIN-KU, REPRESENTATIVE OF SAMSUNG ELECTRONICS CO., LTD. (WTDR 07-73) HAS CALLED ON US FOR ASSISTANCE IN LOCATING U.S. MANUFACTURER OF COMPRESSORS FOR AIR CONDITIONING AND REFRIGERATION.
2. SAMSUNG ELECTRONICS NOW MAKES REFRIGERATORS WITH COMPRESSORS IMPORTED FROM JAPAN. IT WANTS TO MAKE SUCH COMPRESSORS IN KOREA, STARTING WITH TWO MODELS--180 LITER AND 200 LITER CAPACITY. ESTIMATED ANNUAL DOMESTIC KOREAN DOMESTIC REQUIREMENT IS 100,000 UNITS. NO SUCH COMPRESSORS ARE MADE IN KOREA AT PRESENT.
3. SAM SUNG SEEKS U.S. TECHNICAL PARTNER WHICH CAN PROVIDE TECHNICAL ASSISTANCE. FIRM WOULD PAY AGREED CONTRACTUAL FEE PLUS ROYALTY. IT IS RECEPTIVE TO WHATEVER ARRANGEMENT THAT COULD BE MUTUALLY AGREED UPON.
4. MR. KANG ESTIMATED THAT \$4 MILLION WOULD BE REQUIRED FOR ACQUISITION OF MACHINERY AND PROVISION OF OPERATING FUND.

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SAMSUNG WOULD BORROW \$4 MILLION AND PUT UP REMAINING LOCAL

EXPENSE OF LAND., LABOR AND BUILDING.

5. SAMSUNG GROUP IS WELL ESTABLISHED WITH EXCELLENT REPUTATION. IT WOULD MAKE GOOD PARTNER FOR U.S. COMPANY. IT HAS JOINT VENTURES WITH CORNING OF U.S., AND NEC AND SANYO OF JAPAN.

6. WE SUGGEST THAT COMMERCE CONTACT DIRECT LEADING U.S. MAKERS OF COMPRESSORS. IN THIS RESPECT, WE UNDERSTAND THAT TECUMSEH WAS INTERESTED IN KOREA SOME TIME AGO. IF COMMERCE WOULD CABLE NAMES OF INTERESTED U.S. COMPANIES, WE CAN PASS SAME ONTO SAMSUNG FOR IMMEDIATE FOLLOWUP.

7. IF U.S. COMPANIES INTERESTED IN CONTACTING SAMSUNG DIRECT, CONTACT IS

MR. KANG, JIN-KU
REPRESENTATIVE
SAMSUNG ELECTRONICS CO.
C.P.O. BOX 2775
SEOUL, 100, KOREA

TELEX NO. IS 2257 AND SEOUL TELEPHONE NUMBER IS 28-8151.

8. ACTION REQUESTED: WOULD APPRECIATE COMMERCE REPLY PARA SIX ABOVE.
HABIB

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973SEOUL07889
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731116/aaaaalmp.tel
Line Count: 87
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 04 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04-Feb-2002 by chappeld>; APPROVED <05-Feb-2002 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: LICENSING OPPORTUNITY: SAMSUNG ELECTRICS SEEKS TECHNICAL ASSISTANCE IN \$4 MILLION COMPRESSORS PROJECT.
TAGS: BEXP, KS
To: COM STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005